

CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT (CTBID) BOARD

October 16, 2013 AGENDA

1:30 p.m.
City of Carlsbad
1635 Faraday Avenue, Room 173A
Carlsbad, CA

NOTICE TO THE PUBLIC:

1. Meetings are divided into categories shown below
2. When you are called to speak, please come forward and state your name and address.
3. All persons requiring assistance or auxiliary aids in order to effectively participate may contact the City Clerk's Office (760-602-2808) at least 24 hours prior to the meeting to arrange for reasonable accommodations.

PUBLIC COMMENT:

If you desire to speak about an item not listed on the agenda, a pink "Time Reservation Request" form should be filed with the Board Minutes Clerk. A total of 15 minutes is provided for the Public Comment portion of the Agenda. Speakers are limited to three (3) minutes each.

If you desire to speak concerning an item listed on the agenda, a white "Time Reservation Request" form should be filed with the Board Minutes Clerk. Each speaker is limited to three (3) minutes each. Please remember to state your name and address for the record.

I. CALL TO ORDER

1:30 p.m.

II. ROLL CALL

CONSENT CALENDAR: The items listed under Consent Calendar are considered routine and will be enacted by one motion as listed. There will be no separate discussion on these items prior to the vote, unless an item is removed.

(C) III. APPROVE MINUTES OF JULY 10, 2013

To approve the minutes of the July 10, 2013 meeting of the CTBID Board of Directors.

(C)IV. AB 10-13-95 APPROVE APPOINTMENT TO VISITCARLSBAD BOARD

Approve recommendation by the VisitCarlsbad Board to appoint Julie Zahner to its Board.

REPORTS AND DISCUSSION ITEMS:

V. STAFF REPORT

Staff will provide the following reports/updates at this time:

- 1) Financial Update – Cheryl Gerhardt
- 2) Tourism Study – Kathy Dodson

VI. AB 10-13-96 REPORT BY VISITCARLSBAD

- 1) Accept report from VisitCarlsbad for period ending June 30, 2013.

VII. NEXT MEETING

Set date for next meeting. Agenda topics to include:

- 1) Mid-year financial update

The remainder of the categories is for reporting purposes. In conformance with the Brown Act, no public testimony and no Board action can occur on these items.

GENERAL COUNSEL COMMENT

PUBLIC COMMENT

ADJOURNMENT

MINUTES

MEETING OF: CARLSBAD TOURISM BUSINESS IMPROVEMENT
DISTRICT BOARD MEETING

DATE OF MEETING: July 10, 2013

TIME OF MEETING: 1:30 p.m.

PLACE OF MEETING: Room 173A, Faraday Administrative Center, 1635 Faraday Avenue

CALL TO ORDER: Chair Stripe called the Meeting to order at 1:30 p.m.

ROLL CALL was taken by the Senior Deputy City Clerk, as follows:

Present: Stripe, Akers, Stiebeling, Nayudu, Becerra, Canepa, McCormick.

Absent: None.

CONSENT ITEMS:

On a motion by Board Member McCormick, the Board unanimously approved Consent Item, Nos. III and IV. as presented.

III. MINUTES FOR APPROVAL

Minutes of the meeting held May 15, 2013.

IV. AB 7-13-93 2012 CTBID RECIPIENT'S FINAL REPORTS

Receive final reports from 2012-13 CTBID Grant Recipients

REPORTS AND DISCUSSION ITEMS

V. STAFF REPORT

1) Staff liaison Cheryl Gerhardt presented the staff report and PowerPoint presentation regarding the overall year 2012-13 budget reviewing the expenses and revenues on a month-by-month basis(on file in the Office of the City Clerk). Ms. Gerhardt also reviewed the reserve balance with the board.

2) Community and Economic Development Director Kathy Dodson explained to board members that the city has an opportunity to host a stage of the AMGEN Tour of California Professional Bike Race (AMGEN) in 2014; however, she added that the city was not able take on the management of the event. Ms. Dodson said she had spoken to VisitCarlsbad Executive Director Sam Ross about taking on the project and the possibility of hiring an event manager.

Mr. Ross explained that he would be receiving the request for proposals from AMGEN by the end of next week and would have a better understanding of what was going to be required.

Discussion ensued among all regarding what would be the best portion of the tour to host and it was concurred that the city would receive more coverage if it was able to host and end of the race stage.

Mr. Ross explained that an event manager should be hired to take the lead, manage the event, fundraise and promote the event.

Discussion ensued among all regarding what role and the type of involvement the cities of Escondido and Santa Rosa participated in when they hosted the AMGEN bike tour.

Ms. Dodson reemphasized that the city did not have the staff or funds to put towards the event, but may be able to provide in-kind services such as safety personnel and traffic control.

Mr. Ross stated that the Carlsbad's proposal would be due to AMGEN towards the end of September.

Board Member Nayudu requested Mr. Ross provide the board more information about the amount of money the cities of Escondido and Santa Rosa expended to host the event and the return of received revenues.

Chair Stripe asked the board members if they wanted to be involved with this event.

Discussion ensued among board members regarding the potential national and international exposure the city could receive. Board members concurred that before they agreed to fully participate, more financial information was needed from the cities that had previously hosted the event such as Escondido and Santa Rosa.

In response to an inquiry from Board Member McCormick, Mr. Ross said the race should end in the Village or near Legoland.

Assistant General Counsel Paul Edmonson said that AMGEN wants the event to be as successful for the cities that host the tour and the agency provides quite a bit of support.

Chair Stripe nominated Ms. Gerhardt to work with Mr. Ross to review the criteria for the proposal, hiring of an event manager and the development of an event committee.

Board Member Akers volunteered to assist with this event.

In response to Board discussion regarding the level of potential participation or questions, Mr. Edmonson reminded board members to direct all comments or questions to staff.

If it was determined by Mr. Ross that board action was required prior to the submission of a proposal to AMGEN, Ms. Gerhardt should be contacted to notify the board.

Board Member Becerra stated he could assist with the preparation of spreadsheets.

3) Ms. Dodson explained to board members that the city recognized that tourism in the "off season" was not strong for the hotels and the city was interested in conducting a tourism study that focused more on economics than on marketing. She stated that the city was interested in partnering with the board to conduct such a study.

Ms. Gerhardt gave the board a brief review of previously conducted tourism studies.

Board members concurred that they would be interested in a potential partnership with the city to conduct a tourism study.

Ms. Dodson informed the board she would return with more information on this item at the next board meeting.

VI. VISIT CARLSBAD REPORT

Mr. Ross informed the board that he would have a report at the board's next meeting.

VII. NEXT MEETING

By consensus, the Board agreed to hold the next meeting on October 16, 2013, at 1:30 p.m.

By proper motion the Board Meeting of July 10, 2013, was adjourned at 2:35 p.m.

Sherry Freisinger
Senior Deputy Clerk

**CARLSBAD TOURISM
BUSINESS IMPROVEMENT DISTRICT
AGENDA BILL**

AB#	10-13-95	<i>Approve Appointments to Visit Carlsbad Board</i>	CTBID STAFF	
MTG.	10-16-13		GENERAL	
			COUNSEL	

RECOMMENDED ACTION:

Approve the recommendation by the Visit Carlsbad Board to appoint Ms. Julie Zahner to its Board.

ITEM EXPLANATION:

At its 5-15-13 meeting, the Carlsbad Tourism Business Improvement District (CTBID) Board entered into an agreement with the Carlsbad Convention and Visitors Bureau (dba Visit Carlsbad) to provide tourism promotion services for the CTBID for the period July 1, 2013 through June 30, 2014. A provision in this contract was that the CTBID Board had to approve any changes to the Visit Carlsbad Board.

In a letter from Visit Carlsbad Board Executive Director, San Ross, to CTBID Board Chair, Tim Stripe, the Visit Carlsbad Board is recommending that the CTBID Board approve the appointment of Ms. Julie Zahner, Director of Sales and Marketing at the Sheraton Carlsbad Resort & Spa, to fill the seat vacated by Mr. George Allen. (See letter and Bio at attached Exhibits)

FISCAL IMPACT:

None.

ENVIRONMENTAL IMPACT:

This action does not qualify as a project under the California Environment Quality Act ("CEQA") and will not have a physical adverse effect on the environment. (CEQA Regulation 15378(b).

EXHIBITS:

- A. Letter dated October 7, 2013 from Visit Carlsbad Board Executive Director, San Ross, to CTBID Board Chair, Tim Stripe, recommending the appointment of Ms. Julie Zahner, Director of Sales and Marketing at the Sheraton Carlsbad Resort & Spa
- B. Julie Zahner Bio

DEPARTMENT CONTACT: Cheryl Gerhardt, 760-602-2753, cheryl.gerhardt@carlsbadca.gov



October 7, 2013

Mr. Tim Stripe
Chairman
Carlsbad Tourism Business Improvement District
City of Carlsbad
1635 Faraday Avenue
Carlsbad, CA 92008

Dear Mr. Stripe,

The Board of Directors of Visit Carlsbad, Carlsbad's destination marketing organization would like to put forth Ms. Julie Zahner, Director of Sales and Marketing at the Sheraton Carlsbad Resort & Spa, as the replacement for the seat vacated by Mr. George Allen on the Visit Carlsbad board of directors.

Per the agreement between the CTBID and Visit Carlsbad we ask that the CTBID board approve Ms. Zahner at the next CTBID meeting to be held on October 16, 2013. Thank you.

Sincerely,

A handwritten signature in blue ink that reads "Sam Ross".

Sam Ross
Executive Director
Visit Carlsbad



Julie Zahner Director of Sales & Marketing (DOSM) at Sheraton Carlsbad Resort & Spa, responsible for maximizing profitability for the resort and providing outstanding quality service for clients and guests. Julie oversees the properties total revenue and yield strategies, implementation and results, including group and transient rooms, group food and beverage, meeting room rental, local catering, outlet and other revenues.

September of 2008, joined the Sheraton Carlsbad Resort & Spa team as the National Sales Manager. After two years, Julie transitioned to the Director of Corporate Sales, supporting and growing the properties key accounts. Through her five years at SCR, she has a demonstrated record of success in selling the property and booking business. Julie is an exceeding seasoned Sales professional, both from a leadership and client relations perspective. In addition, she has vast experience and proficient knowledge of the Carlsbad and San Diego Markets and is highly regarded in the sales communities.

Prior to SCR, Julie held DOSM position at the Holiday Inn Carlsbad by the Sea for ten years. She has also worked in Director Catering/Convention Services role at the Former San Diego Princess Resort & Spa now Paradise Point and Senior Catering Manager at San Diego Marriott Hotel & Marina.

Julie is an integral part of the Executive Operating Committee (EOC), reporting directly to Chris Draper, General Manager.



CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT AGENDA BILL

AB#	10-13-96	<i>Accept Report from VisitCarlsbad for Period Ending June 30, 2013</i>	CTBID STAFF	<i>CH</i>
MTG.	10-16-13		GENERAL COUNSEL	

RECOMMENDED ACTION:

Accept report from VisitCarlsbad for period ending June 30, 2013.

ITEM EXPLANATION:

The CTBID contracts with VisitCarlsbad to provide various tourism services. The contract requires VisitCarlsbad "To provide periodic updates at the CTBID's request and a year-end report on the program of work deliverables which shall include an accounting of funds spent by program in a format approved by the CTBID Board. Allocation of the unspent funds shall be determined by the CTBID Board". Attached is the year-end report for the fiscal year ending June 30, 2013. (Exhibit 1)

The 2012-13 Profit and Loss VisitCarlsbad submitted with its year-end report (Exhibit 1) shows \$14,485 in unspent funds at the end of the year. The CTBID Board should determine how to allocate the \$14,485 of the 2012-13 unspent funds.

FISCAL IMPACT:

None.

ENVIRONMENTAL IMPACT:

This action does not qualify as a project under the California Environment Quality Act ("CEQA") and will not have a physical adverse effect on the environment. (CEQA Regulation 15378(b)).

EXHIBITS:

1. Report from Visit Carlsbad for period ending June 30, 2013.

DEPARTMENT CONTACT: Cheryl Gerhardt, 760-602-2753, cheryl.gerhardt@carlsbadca.gov



	Final Budget FY13	Actuals FY13	Variance over/(under)
Carry Over from FY2012	\$ 3,507	\$ 3,507	
INCOME			
Public Sources			
CTBID Revenues	\$ 800,000	\$ 800,004	4
City of Carlsbad			
Total Public Sources	800,000	800,004	4
TOTAL INCOME and SOURCES	803,507	803,511	4
EXPENSE			
Labor			
Salaries	201,337	205,722	4,385
Payroll Taxes	16,556	16,468	(88)
Works Comp	3,800	1,433	(2,367)
Benefits	22,500	20,219	(2,281)
Total Labor	244,193	243,842	(351)
Promotional Programs			
Advertising & Production	26,207	20,189	(6,018)
Research	2,800	3,800	1,000
Outside Services-Interactive Marketing	335,000	335,000	-
Outside Services-Group Direct Sales	48,000	48,000	-
Outside Services-Public Relations	70,000	67,428	(2,572)
Travel & Entertainment	10,000	13,857	3,857
Dues & Subscription	10,000	4,454	(5,546)
Collateral Production & Fulfillment	28,000	26,396	(1,604)
Total Promotional Programs	530,007	519,124	(10,883)
General Administration			
Bank Charges	1,157	260	(897)
Equipment Rental & Maintenance	3,000	2,735	(265)
Facility Repair & Maintenance	150	88	(62)
Insurance	2,400	806	(1,594)
Office Supplies	3,000	2,467	(533)
Postage	2,000	1,698	(302)
Taxes	150	563	413
Telephone	6,000	5,703	(297)
Professional Services	5,600	5,600	-
Volunteer Program	1,000	808	(192)
Miscellaneous	150	920	770
Utilities	3,700	2,149	(1,551)
Computer Expense	1,000	1,830	830
Total G&A	29,307	25,627	(3,680)
TOTAL EXPENSE	803,507	788,593	(14,914)
OVER/(UNDER)			(14,914)

NOTES:

* Budget includes \$3,507 carryover from FY12 that was allocated by the CTBID Board to promotional programming.